

## **PENNY DONATES FOOD WORTH 2,500,000 CROWNS**

*May 6th, 2020 Prague – PENNY donates food and other goods worth 2,500,000 crowns to those in need through food banks. The chain with the highest number of stores in our country has prepared a project that will help improve the situation of the food banks during a period of next 5 months. It is currently launching a campaign to support Czech suppliers, and with this extraordinary gift it wants to support the most needy, as well.*

Immediately after the abolition of this spring's Food Collection, PENNY began negotiations with the Czech Federation of Food Banks on how to help, and especially on what specific products are most needed. *„Thanks to our close connection with the Czech Federation of Food Banks, we have seen an increased need for food products. It was a matter of course for us to immediately prepare a project that would help people in a longer time period. We didn't want to give a one-time gift. Therefore, in the next 5 months, every month we deliver food and products worth 500,000 crowns to the central warehouse; products, that people genuinely need,“* says Jens Krieger, CEO of PENNY, which donates goods worth total of 2,500,000 crowns.

PENNY also provides the Czech Federation of Food Banks with a central warehouse in Modletice near Prague, which means assistance worth almost 11,000,000 crowns over five years. *„About 30 to 40 tons of aid go through this warehouse every month. Without this warehouse, we cannot imagine our activities. The existence of this warehouse puts us on the level of foreign food banks and we could not afford to operate it ourselves,“* says Veronika Láchová, director of the Czech Federation of Food Banks and adds: *“Due to the fact that we had to cancel the spring's Food Collection, there was a risk that we will not be able to cover the needs of all those who are depending on our help. Therefore I highly appreciate this gift, which will help us to overcome the most difficult times. Thanks to the common agreement, goods which is really necessary will get to the people in need.”*

Through PENNY, 200 tons of aid reached the central warehouse of the Czech Federation of Food Banks. From the beginning of 2018 until the end of April this year, PENNY alone delivered approximately 120 tonnes of aid to food banks. As part of the Food Collections, customers donated an additional 83 tonnes of aid through one of the 60 participating stores. Donated products that help the most include soups, rice and legumes, pasta, baby food, canned food, long-life milk, oil and basic and children's drugstore products.

**#wehelpnicelytheczechway**

#### **O společnosti PENNY MARKET Česká republika**

Společnost Penny Market s.r.o. je dceřinou společností mezinárodního obchodního řetězce REWE, který je jednou z největších světových obchodních společností. Na český trh vstoupil Penny Market před 23 lety, tedy v roce 1997, a zaměřil se na rozvoj nových prodejen v regionech. Díky tomu dnes provozuje více než 385 prodejen, což je nejširší síť v ČR, a poskytuje práci více než 5 600 zaměstnancům. Pravidelně slaví úspěchy v programu Volba spotřebitelů a svým zákazníkům nabízí věrnostní program PENNY karta.

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